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## Comparative Analysis of the Usage of Facebook by Formally Educated and Informally Educated Audience

### ABSTRACT

*Researcher got the opportunity to present this study that has been carried out to analyze the usage of Facebook by formally and informally educated working class in Faisalabad. The study concludes with the fact that formally educated user of Facebook pass more time on Facebook than informally educated ones. It finds out that formally educated people use Facebook as the producer of contents, whereas informally educated people use Facebook as the forwarding agents. The findings of this research also suggest that formally educated people are more self-disclosed on Facebook than informally educated users. This study incorporates Uses and Gratification approach for carry out current study and uses following theory as a theoretical framework.*

*For the execution purposes, the researcher has used survey method, based on three pages questionnaire that is comprised as close-ended questions. The available sampling method was utilized for reaching to respondents. Here, the desired correspondents were the working class of different sector of civil society in Faisalabad, among which 200*

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*respondents were approached and requested to fill in the questionnaire. The data collection corroborates the devised hypotheses. Frequency distribution of the data was calculated by using SPSS. The study reflects some interesting results and suggests formally educated users use Facebook for seeking information, whereas informally educated people use this social media platform just for recreational and entertainment purposes.*

**Keywords:** *Facebook Usage, Formal and Informal Education, Social Media for Education, Facebook and Audience Education, Analysis of Facebook Usage*

## **Introduction**

Both literacy and its impact on the use of Facebook have become a recurring thought but the question is “Does Facebook requires a textual language and/or a script for communication?” How do the informally educated or early school dropouts access Facebook? What do they do on Facebook?

This study intends to present a comparative analysis regarding the usage of Facebook by formally educated and informally educated users and its impacts on their lives. Also, it aims to elaborate the active and passive usage of Facebook by respective users. Given the nature of formal educations the full time education, which is a continuous process with defined stages, such as primary, lower and upper secondary education, college and university education, related with to degree or professional qualification. Whereas, informal education is a category defined as the system of obtaining or imparting education outside of the factors mentioned above.

According to the operational definition of the researcher, As mentioned by formally educated people are those who have earned college or university degree, while informally educated are defined as those individuals who could not reach

college or university. The later ones are those who have acquired their early education from school, but could not continue with their higher education. Informally educated, according to this category, are those who are able to read and write Urdu, but it is hard for them to get a complete sense of English, except its basics.

Mark Zuckerberg, Dustin Moskovitz and Chris Hughes were the students of Harvard University, and launched Facebook as social media website on 24th February 2004. First of all As an initial step, a Facebook user needs to make his/her personal profile and then add or request other people, who are already using it, for the purpose of chatting with one another or a group chat. The users of Facebook can join groups or pages which are relevant to their interest. Facebook gives the opportunity to its users to connect with old friends and new friends alike. It also provides the opportunity to send and receive messages, to see wall posts of their friends and add updated features which Facebook introduce day by day. The mission of Facebook is "to connect people and make this world more open". (Graves, L. 1992). As Facebook is the fastest growing social networking site and one that has a reputation for privacy related concerns, so it will be the chosen social networking site for this study (Cohen, 2008; Schonfeld, 2008).

The study on social media websites mostly elaborates consumer activities in two ways, 1st is contributing (posting) and 2<sup>nd</sup> lurking or observing activities (Schlosser, 2005; Shao, 2009). It has been seen that maximum number of users of social media consumes the content and do not participate (Jones et al., 2004). As an example, majority (53%) of active users of social media follows a brand instead actively participate in brand's ingredients (Nielsen, 2009). It has been seen that the majority of the users fall in generating content (Bughin, 2007). However with the passage of time less active consumers start performing actively on social media (Hannna et al., 2011). According to the study of Krishnamurthy and Dou

(2008), the user of social media generate social media sites, blogs, online review, different games and online websites for live video, on the other side consumer develop design and they not only edit things but also publish things as well.

The above research studies corroborate this fact that a large number of people use social media as a consumer rather than contributor, so the researcher of the current study not only strives to find out what type of audience are consumer and contributor, but also he tried to find out the make an effort to know the impact of Facebook on consumer and contributor.

This study has focused been done on working class of 'Y' generation (People who born after 1981) in Faisalabad. According to the categorization of Brosdahl and Carpenter (2011) the period 1925 to 1945 considered as silent generation, the period 1946 to 1960 called baby boomers, the generation of 1961 to 1981 period's called X generation. Those whose date of birth starts after 1981 are called 'Y' generation. So, it has not been seen the end point 'Y' generation. The generation 'Y' has been characterized as pioneer and fast learner in the glob of technology, while facing its benefits drawbacks. (Immoedino, Yang et al., 2012). As an example, this generation depends more high technology even just for entertainment (Park and Gursoy, 2012).

The researcher of this study also wants to elaborate the impacts of posts and profiles of people on Facebook on others. So, the researcher put the question, do posts and profiles of Facebook user impact the image of the user? People like to become friend of those who has not used their pictures on Facebook rather than who has unattractive pictures. (Wang, Moon, Kwon, Evans, & Stefanone, 2010). In fact people try to assessing personality through the photograph of Facebook user (Naumann, Vazire, Rentfrow, & Gosling, 2009), to preset ourselves is a common behavior in online environment (Ellison, Heino, & Gibbs, 2006).

Kathleen Richardson and Sue Hessey (2009) found out that Facebook is just like a note book, which containing two

parts, 1<sup>st</sup> one is the ability to save people's contacts like, addresses and numbers, while the second one meaning is individual's life record, that what they have been doing with whom and why. The mobility of people matters more when people's colleagues or fellows come to know their activities. So, the finding of the above research shows that Facebook has a reasonable effect on relational practices.

In the study of Waugh (2010), people who are not well qualified and belong to low income society spend more time on Facebook than literate people, also users who spend more time are less happy and less content with their lives. According to the report of Word Stream (2017) From total internet users, 75% male and 83% female are on Facebook while 22% total world's population are using Facebook in which 81 million are fake Facebook accounts. Over 50 million businesses use Facebook business pages. 100 million hours of videos watched daily on Facebook (Word Stream, 2017).

The above studies and brief discussion shows that Facebook is not only a tool of entertainment but, it is being used by communities around the world for many other purposes. In the perspective of Pakistani users, the usage of Facebook is increasing day by day wherever the Internet is available

## **Literature Review**

In this chapter, researcher has mentioned such research studies which related to the Facebook usage actively and passively by formally educated and informally educated people respectively. The trend and patterns of Facebook contribution (posting) and consumption (lurking or observing) attained by the users will be elaborated with the help of studies mentioned in this review section.

The access to information has been easy through social media websites (Lewis 2008). Among other social media websites, the Facebook is the most famous social media site

which has connected people so speedily and has made a chain of social chain world widely. Many researches show that social media websites; particularly Facebook has been used by people for different purposes around the world. Researcher has found that mostly Facebook used by people to get connected with each other and come to know each other in good manners (Joinson, 2008; Golder et al., 2007; Sheldon, 2008; Wiese and Farrugia, 2009).

Golder et al. (2007) reported that, the usage of Facebook by earlier community is writing messages, in which people send and receive messages privately, do comments, which shows on user's page. The popularity through Facebook is not limited to young people, as it has been observed that the people of every age use the Facebook frequently. Lenhart and Madden (2007) found that the use of Facebook by youngsters is for the protection and formation of friendship. As in this study the researcher found out that the usage of Facebook by teen age is 7% which 22% found using Facebook so many times in a day, while 26% one time in a day. On the other hand 49% found using Facebook to make new friends, while 91% using it to get in touch with their friends.

Stern and Taylor (2007) conducted a research study from 364 universities' students and they reported that very few people using Facebook to start a relationship or meet new people while majority of Facebook users try to maintain relationship which is exists already. It has been determined that the maximum usage of Facebook is to keep in touch with long distance relationships as it makes possible for users to communicate with each other who are geographically far away from each other (Golder et al., 2007; Sheldon, 2008; Dong, 2008).

Young et al., (2009) investigated that students spends lots of time on Facebook for creating and updating their profiles. They also use Facebook for sharing pictures of their events and for conversation with each other. Donath and Boyd (2004) reported that social media websites are helpful for its users to

maintain close ties with a large number of other people which is not possible without such social media sites as it updates people about each other that what is going on with their friends. It has also been found that the usage of Facebook is not only for enjoyment or entertainment, it is being used for learning purpose as well. In educational model of Mazaman and Usluel (2010), it has been reported that Facebook has educational weightages as well, it has been used for as source of sharing, communication and cooperation. Jainson (2008) developed an approach which is called uses and gratification; it is not on the basis that for what reasons people use Facebook, it is in fact about the importance of use by each user. Jainson elaborate couple of functions, first, keeps in touch, second, construct capital & surveillance. The pillar of social capital shows that the use of Facebook for keeping relationship intact with friends, while the theme of surveillance explain the continue motivation for usage of Facebook, which in fact is learning about others. This shows that Facebook is performing an important role for balancing social relationship and making more strong ties in more meaningful ways.

Jourard and Lasakow (1958) reported about self-disclosure process, it is such a process in which one makes himself know to others. He also argues that self-disclosure is based on trust and it makes strong closeness in people (Cozby 1973; Derlega et al., 1987). Now-a-days, study on self-disclosure has upgraded from interpersonal communication to live media. Tidwell and Walther (2002) investigated that people disclose much more personal information through online media than traditional interpersonal communication. Researcher investigated that individuals share more personal/private information on online media because there is no oral or no verbal indicators and due to low self-awareness (Dyson, 1998; Horn, 1998; Kollock and Smith 1999; Markham, 1998; Rheingold 2000). Self-disclosure is the result between communicators (Valenzuela et al., 2009). Forest and Wood (2012) argue about the unthreatening nature of social

media websites which enable self-disclosure for user which do not share their private information while doing live communication. Mazer et al. (2007) reported that its Facebook's qualities which enable self-disclosure, is a friendly platform which is easy to use for sending and receiving pictures, and sharing all other materials.

Scholars found out that mostly people disclose their personal information on profile pages, like birthday, relationship status, e-mail address and educational details (Christofides et al., 2009). There is a need to be careful while sharing personal information that's why, Willson et al. (2012) argue that mostly users of social media websites are not much willing to share their personal information because of security reasons. While it has been viewed that teenagers have put much of their personal information on social media websites as compared to past decades (Madden et al., 2013). Scholars warn that the information used by youngsters on social media can be misused for cyber bullying (Veenstra et al., 2012), it also does not put good influence on their online personality, or employment prospects and future education's perspective (Van Ouytsel et al., 2014).

This research study focuses on usage of Facebook by formally educated and informally educated audience, its impact on their image, personality, over usage, producer and consumer of contents and disclosure.

## **Objectives**

- To examine the impact of Facebook on formally and informally educated people
- To know the reasons why formally educated and informally educated users in Faisalabad use Facebook
- To identify the forwarding agents and producer of contents on Facebook.



## **Rationale behind the Study**

In recent times, people use social media according to their needs and satisfaction but there is still a vast majority of people present who are using it as passive users. At present although people are well known about Facebook usage and many studies have been conducted on usage of Facebook, but studies about the usage of Facebook by formally educated and informally educated people has not been conducted widely yet.

## **Scope of study**

The researcher current study intends to explore the impact of Facebook the usage of Facebook by formally educated and informally educated audience in Faisalabad. The growing number of Facebook users in Pakistan has encouraged and motivated the researcher to figure out how formally educated and informally educated people use Facebook and what are the positive and/or negative impacts of this medium on both categories. Researcher can do hope that this study will be helpful to understand the negative and positive aspects of Facebook usage by formally educated and informally educated audience of Faisalabad. This study can also be an opportunity for future researcher.

## **Research Questions:**

1. For what purpose formally educated and informally educated users in Faisalabad use Facebook?
2. Do formally educated users make more friends on Facebook as compared to informally educated users? Do informally educated users spend more time on Facebook than formally educated once?

3. Do formally educated people are active users of Facebook and informally educated people are passive users of Facebook?

## **Hypothesis**

- H1: Informally educated user of Facebook pass more time on Facebook than formally educated people
- H2: Formally educated people use Facebook as Producer of contents whereas informally educated people use Facebook as forwarding agents
- H3: Formally educated people use Facebook for informative purpose whereas informally educated people use Facebook for entertainment.
- H4: Formally educated users tend to more self-disclosure on Facebook than informally educated users.

## **Methodology**

Present study is about the usage of Facebook by formally and informally educated audience. Three basic approaches for scientific research, namely, Quantitative, qualitative, and status quo. The investigator of the following research had chosen the quantitative approach for this research. The logic for adopting quantitative methodology was many other studies which was conducted previously, like, Guy and Retta (2012) & Aharony, (2016), those taken the same methodology which was similar to current research.

## **Survey**

Survey method best is one of best method for research study as surveys are being considered the most accurate way to conduct opinionated applied research (Shahzad, 2012). In this quantitative research technique, the investigator used the survey tool to carry

out present research. Questionnaire has been constructed by the researcher which consist close ended questions. It was also investigated by Wimmer and Dominick (1991) the survey of Audience and consumer are being taken as common place for every fields of human being. Survey research consists two types which are being used mostly by the researchers, one is descriptive survey and the other one is analytical survey.

## **The Universe**

The investigator decided to do research on working class of 'Y' generation (People who born after 1981) of Faisalabad. Researcher of the following study followed the Brosdahl and Carpenter's (2011) categorizations, which were based on these birth calendar, the period of life span 1925 to 1945 considered silent generation, the period 1946 to 1960 taken as baby boomers, 1961 to 1981 taken as "X" generation and the generation 'Y' were those who's date of birth starts after 1981, so there is no end point introduce yet for generation "Y". The generation 'Y' known as initial and quick learner to technology, which has its benefits and drawbacks as well, in terms of cognitive, emotional and social outcomes (Immoedino, Yang et al., 2012). So the researcher had used simple random sampling technique for selecting correspondents from 'Y' generation's working classes of Faisalabad.

The researcher chose the workers of different working institutes and departments of Faisalabad as the universe. So the population of this research was the working class of different organizations, institutes and departments.

## **Sampling**

In this research, the researcher chose the survey method to carry out this study. Questionnaire has been constructed by the researcher which consist close ended questions. Questions

were constructed with the help of supervisor and while reading literature review. The data which had been collected by correspondents was analyzed in quantitative perspective while using simple percentage method. As for the best results, the researcher also did the pilot study in which data was collected by researcher's own friend circle.

The advantage of simple random sampling that it had been easy for the researcher to collect data independently from each sample. It been taken about one week to collect the data, as it had been not easy to find informally educated audience who were using Facebook as well. Data was being accumulated at the same time rapidly which came from respondents. Just about every trial has a right to become determined coming from complete human population ("Simple Random Sampling", n.d).

The researcher went to different sectors of working class and distributed questionnaire himself to different workers and businessmen which were selected through simple random sampling.

## **Respondents**

Two hundred respondents were selected from different sectors of working class, so hundred participants were selected from each class the formally educated and the informally educated respectively for keeping uniformity.

## **Nature of Questionnaire**

Questionnaire was construct in simple and understandable way. A three-page questionnaire consist 37 questions. In the 1<sup>st</sup> section of the questionnaire, some questions were constructed which had fewer options in some cases respondents had to select one of them and in some of them more than one option had to be select by respondents. In the 2<sup>nd</sup> section likert scale was used to construct questions. This was also an easy way

chose for respondents to fill the questionnaire. As its very easy to just select one option from the options given by researcher.

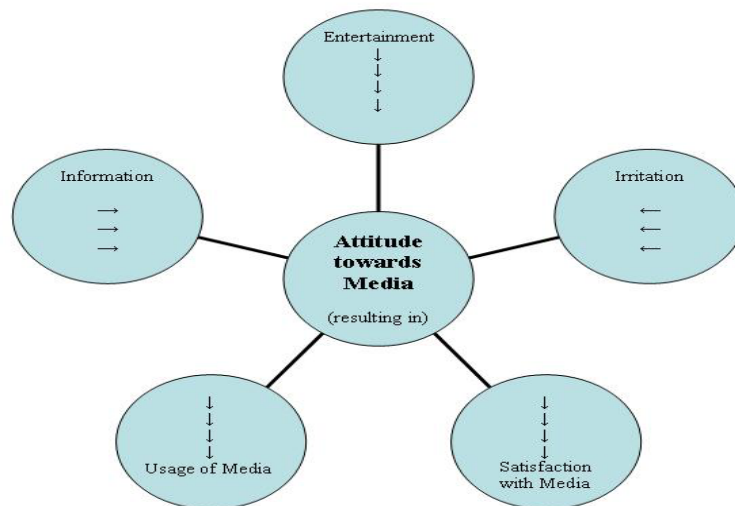
## Data Processing and Analysis

Questionnaire was read and seen more than two times under the supervision of supervisor and after the pilot study for the purpose to avoid any confusion about questions. Frequency distribution was calculated by using SSPS, as researcher wants more accurate results which could be taken by using SSPS as compare to any other software or manual calculation

## Theoretical Framework

### Uses and Gratification Theory

The researcher of this study was used, Uses and Gratification Theory for guidance of this study. As researcher assumed that this theory has connection with this research, like, active and passive users of Facebook so that's why this theory had been selected for guidance.



(Uses and gratification theory)

Uses and gratification theory has also been used broadly for dissemination of political messages and also within the study of politics (Blumler and McQuail, 1969; McLeod and Becker, 1974). While uses and gratification theory has been used widely in many other disciplines and also it is relevant to explain the usage of social websites.

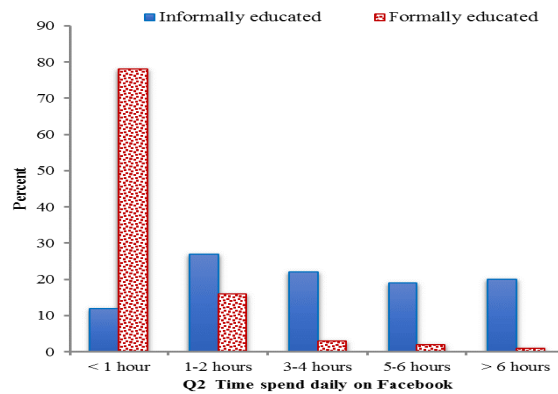
Korgaonkar and Wolin (1999) defined that how individuals used the internet for education and information. Papacharissi and Rubin (2000) stated that people use the internet whenever they do not have anything to do and want to spend their free time. Korgaonkar and Wolin (1999) narrated that social media is used as facilitator of interpersonal communication and it is also useful for conversational weightages. Hong and Gardner (2014) reported that user generated content on Facebook pages or groups shows the activities of the group, like, interaction, discussion and collaboration.

### **Relevance to the study**

The Palmgreen and Rayburn (1979) were the pioneer to look on both uses and gratification at same time and as they look at television viewing which is somehow similar in nature to social media. With the help of this theory the researcher become able to be familiar that how formally educated and informally educated people use Facebook and its impact on them.

## **Results and Discussion**

**Hypothesis 1:** Informally educated user of Facebook pass more time on Facebook than formally educated people.



This study found out that the informally educated user of Facebook pass more time on Facebook than formally educated. As 78% formally educated people use Facebook for less than an hour in a day whereas 20% informally educated people use Facebook for more than 6 hours in a day, 19% use Facebook daily for 5-6 hours, 22% for 3-4 hours, 27% 1-2 hours and only 12% use Facebook for less than an hour. So with the help of these results the researcher figured out that the informally educated people use more Facebook on daily basis compare to formally educate.

**Table: 11**

Q11 Too much time spend on Facebook	Educated people		Total
	Informal	Formal	
Strongly agree	90	40	130
	90.0%	40.0%	65%
Agree	5	20	25
	5.0%	20.0%	12.5%
Disagree	3	30	33
	3.0%	30.0%	16.5%
S.disagree	2	10	12
	2.0%	10.0%	6%
Total	100	100	200
	100.0%	100.0%	100.0%

Chi-square weightage = 39.46\*\*

P-weightage = 0.00

Table 11 shows the weightage of chi-square 39.46. and P weightage is 0.000. The weightage of P is smaller than 0.01, so the result is highly significant.

Similarly, when the researcher asked the respondents do you usually surprised by how much time you spend on Facebook? In response to this question 90% informally educated tick the option of strongly agreed & 5 took the option agreed and 40% formally educated chose the option strongly agreed & 20% agreed in response to the same question. While 30% formally educated class disagreed with the statement and 10% S. disagreed with it whereas only 2 % informally educated S. disagreed and 3 ticked the option disagreed against the statement. With the help of this question, the researcher examine that the informally educated people spend lots of time on Facebook, even as much as some time they surprised themselves that how much time they have spent.

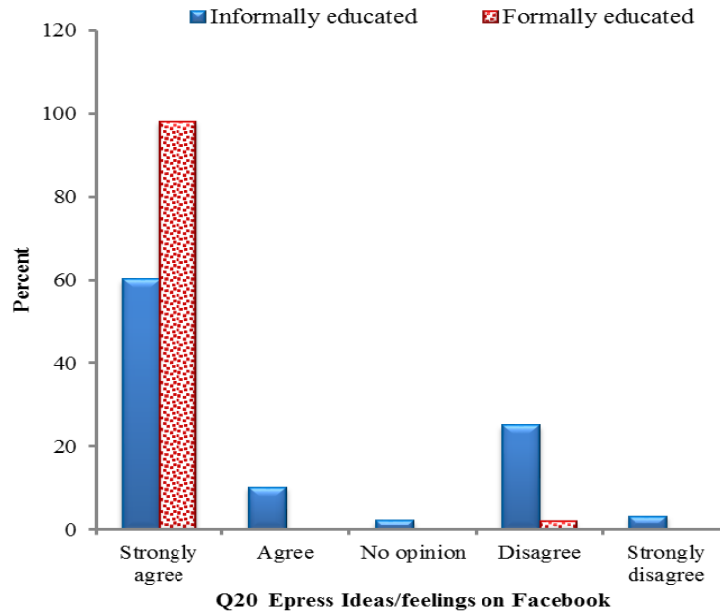
80% informally educated respondents strongly agreed that they use the Facebook till late at night and even early in the morning as well. On the other hand 40% formally educated people chose the option strongly agreed in response to the same statement. Only 12% informally educated disagreed and 4% S. disagreed with the statement. 16 % formally educated disagreed & 10% S. disagreed and 9% gave no opinion in response to the statement.

So the above question's responses also proved the first hypothesis which narrates that the informally educated people use more Facebook than formally educated.

90% informally educated admitted that they are addicted of Facebook while 55% formally educated chose the same option against the same statement. On the other hand only 10% informally educated correspondents disagreed with the statement and 45% formally educated disagreed that they are addicted to Facebook. So the above all questions' result shows that the informally educated people use more Facebook compare to formally educate.



**Hypothesis 2:** Formally educated people use Facebook as Producer of contents whereas informally educated people use Facebook as forwarding agents.



In response to the question that do you express your ideas and feelings on Facebook? 82% informally educated respondents chose the option disagree and 92% formally educated ticked the option strongly & 4% agreed for the same question. Only 12% informally educated respondents strongly agreed & 6% agreed with the statement while only 4% formally educated disagreed with this statement. So this findings shows that formally educated audience express their ideas and feelings on Facebook which shows that they are producer of contents whereas informally educated people do not share their ideas and feelings on Facebook which shows that they use Facebook as forwarding agents.

**Table: 26**

Q26 I comment on my friends' post	Educated people		Total
	Informal	Formal	
Strongly agree	20	70	90
	20.0%	70.0%	45.0%
Agree	10	20	30
	10.0%	20.0%	15.0%
Disagree	55	9	64
	55.0%	9.0%	32.0%
S.disagree	15	1	16
	15.0%	1.0%	8.0%
Total	100	100	200
	100.0%	100.0%	100.0%

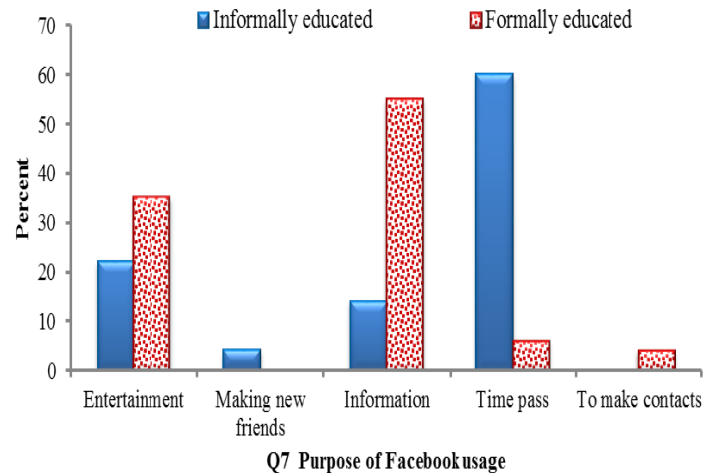
Chi-square weightage = 76.42\*\*

P-weightage = 0.000

When the researcher asked respondents that do you comment on photos/posts of your friends? Then the majority 55% informally educated ticked the option disagreed and 15% S.disagreed with the statement. On the other hand 70% formally educated chose the option strongly agreed and 20% agreed with this question. Only 20% informally educated respondents strongly agreed and 10% agreed with the statement. While 9% formally educated disagreed and 1% S.disagreed with the statement. These results also show that informally educated audience performing activity on Facebook as forwarding agents and formally educated as producer of contents.

When the researcher asked to respondents that do you share posts of your friends? The ratio of response by formally educated and informally educated is quite different as 45% informally educated people chose the option agreed and 42% disagreed, while 25% formally educated people circle the option agreed and 75% S.disagreed with the statement. The findings of this question also prove the 2<sup>nd</sup> hypothesis of this research which says that formally educated people use Facebook producer of contents and informally using it as forwarding agents.

**Hypothesis 3:** Formally educated people use Facebook for informative purpose whereas informally educated people use Facebook for entertainment.



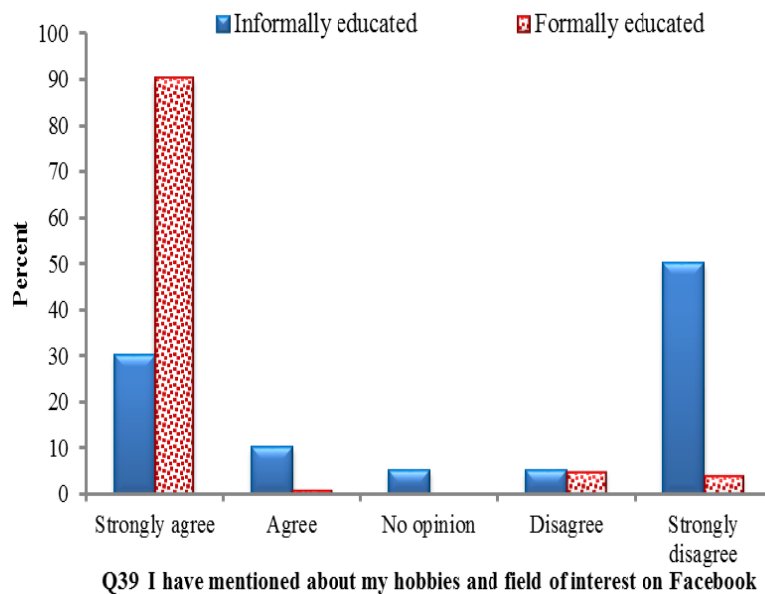
Researcher put the question, for what purpose do you use Facebook? In response to this question, 60% informally educated people circle the option 'time pass' while 55% formally educated chose the option 'information' and 35% ticked the option 'entertainment'. On the other hand 14% informally educated using Facebook for information and 22% for entertainment. So the findings approve the above hypothesis which says that formally educated people use Facebook for informative purpose whereas informally educated people use Facebook for entertainment.

In response to the question that do you visit Facebook with no goal or specific purpose in mind? 85% informally educated people ticked the option strongly agreed & 5% agreed and 55% formally educated people chose the option disagreed. While 10% informally educated respondents chose the option disagree and 45% formally educated ticked the option strongly agreed and 5% agreed. So the results of this

question also approve the above hypothesis, as the findings show that formally educated people use Facebook while having purpose in mind like information and entertainment while informally educated people use Facebook while having no purpose in mind which shows that they use it just for time pass.

**Hypothesis 4:** Formally educated users tend to more self-disclosure on Facebook than informally educated users.

Researcher put the portion of demographic data in questionnaire for finding the above hypothesis. In this section, researcher asked six different questions, in first two questions researcher asked the respondents that did you put your date of birth and place of birth in your Facebook account? In response to these questions 100% formally educated and informally educated respondents tick the option of strongly agreed but rest four questions of this section approve above hypothesis, which are followings,



In response to the question, did you mention your qualification on your Facebook account? 100% formally educated respondents tick the option of strongly agreed and 70% informally educated tick the same answer while, 20% informally educated people chose the option disagreed and 10% S.disagreed with same statement. Similarly in response to the question, did you mention your hobbies and field of interest, 90% formally educated people chose the option strongly agreed, 1% agreed and 5% disagreed & 4% S.disagreed with statement while in response to the same question only 30% informally educated users tick the option of strongly agreed, 10% agreed, 5% tick the option of no opinion but the majority (50%) of respondents chose the option of strongly agreed and 5% chose the option disagreed, so all these findings showed that the formally educated user of Facebook are more self disclosure than informally educated.

## **Summary**

This study figured out that the informally educated people use Facebook more extensively compare to formally educated. The survey technique was used for this study in which available sampling technique was used for current research. Questionnaires were distributed among 200 respondents, 100 formally educated and 100 informally educated working class of Faisalabad. So, with the help of these questionnaires, this research came to its result while using SPSS (Statistical Package for Social Sciences) software.

Following study figured out that majority (60%) of informally educated people use Facebook for time pass and (14%) for information (22%) for entertainment and (4%) for making new friends whereas mostly (55%) formally educated people use Facebook for informative purpose, (6%) for time pass and (35%) for entertainment.

The researcher found that the majority (80%) of informally educated people that do know all their friends on Facebook have real ID or fake, on the other hand mostly (60%) formally educated people know all their friends on Facebook. This research also investigated that mostly (82%) Informally educated people have no use of Facebook in their business, they agreed that Facebook is not helpful for their business while (70%) formally educated people agreed that they use Facebook for their business and its helpful for their business as well.

With the guideline of this research, the researcher find out that the informally educated people have more number of friends on Facebook than formally educated people and informally educated people do not know all their friends on Facebook whereas formally educated people are familiar to their friends on Facebook. The findings of current research also reveal the significant reality which says that informally educated people are using Facebook as forwarding agents whereas formally educated people use Facebook as producer of contents.

## **Conclusion**

Through this study it is observed that 90% informally educated people have been addicted to Facebook on the other 55% formally educated people did not accept that they are addicted to Facebook while 45% admitted that they are addicted to Facebook.

The majority of 78% formally educated people use Facebook daily for less than an hour whereas informally educated people spend more time on daily basis at Facebook, like, 20% informally educated people spend more than 6 hours, 19% spend 5-6 hours, 22% 3-4 hours, 27% 1-2 hours and only 12% spend less than an hour daily on Facebook.

Majority of formally educated and informally educated people have put their personal information on Facebook as 100% formally and informally educated people agreed that they have put their personal information on Facebook, like, place where they born, date of birth, education, email address and phone number but there is a slight different between formally educated and informally educated people regarding demographic data, as 90% formally educated people have mentioned their hobbies and field of interests on Facebook whereas only 30% informally educated people have mentioned their hobbies and field of interest.

So it is concluded that the majority of informally educated user of Facebook pass more time on Facebook than formally educated and mostly informally educated people use Facebook just to pass their time while the majority of formally educated spend their time on Facebook for information, similarly one more weak point of informally educated people have been found out through this research, which says that informally educated people using Facebook passively and perform their activity on Facebook as forwarding agents while formally educated people using Facebook actively and performing their activities on Facebook as producer of contents.

Although Facebook has become an important part of our lives but the researcher of current study warn that it is might be risky for informally educated people as they waste much and more of their important time while using Facebook, they do not know all their friends on Facebook that where they belong to and who they are? And they performing activities on Facebook as forwarding agents as they just share posts of their friends even they do not know fewer of them, so their routine to share others' posts can be harmful for them.

## **Recommendation**

- Informally educated people should minimize the usage of Facebook.
- Who make Facebook accounts for others those should teach them about its usage as well.
- Informally educated as well formally educated user of Facebook should limit the use of Facebook.
- Informally educated user should try to become producer of contents rather than forwarding agents on Facebook.
- Informally educated user of Facebook should become active user of it rather than passive user.



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